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Bulk Mail Verses Metered Mail

Bulk mail and metered mail are two distinct postal services that cater to different mailing needs. Bulk mail, also known as presorted mail, is typically used for large quantities of mail that are sorted and prepared by the sender according to specific USPS guidelines. This service offers reduced postage rates but requires a minimum number of pieces per mailing, which can vary depending on the type of mail. It's an efficient way for businesses to send out mass communications such as advertisements, newsletters, or catalogs.

Metered mail, on the other hand, involves the use of a postage meter to print postage directly onto the mailpiece or onto a meter tape, which is then affixed to the mail. This method is convenient for businesses of all sizes, allowing them to accurately weigh and apply the correct postage for individual items, thus avoiding overpayment. Postage meters can also print a company's logo or promotional message, enhancing the professional appearance of the mail.

One of the key differences between the two services is cost-effectiveness at different volumes. Bulk mail is cost-efficient for high-volume mailings, while metered mail can be more economical for

businesses with lower volumes of mail, as it eliminates the need for stamps and provides discounts over stamped mail. Metered mail also saves time by streamlining the mailing process, reducing the need to visit the post office for postage.

Another difference is the level of customization and personalization available. Bulk mail is generally less personalized, as it is meant for large-scale distribution, whereas metered mail allows for more customization due to the ability to print specific messages or branding directly on the envelope.

In terms of convenience, metered mail offers the advantage of printing postage as needed and tracking postage expenses more easily, which can be particularly beneficial for budgeting and cost management. Bulk mail requires more preparation and planning, as well as adherence to USPS regulations to qualify for the discounted rates.

Ultimately, the choice between bulk mail and metered mail depends on the specific needs of a business, including the volume of mail they handle, the level of personalization desired, and the budget allocated for postal expenses. Businesses may even find that a combination of both services best meets their mailing requirements. For more

detailed information on the benefits and considerations of each service, resources such as USPS Delivers, Usherwood Office Technology, and Quadient offer comprehensive guides and comparisons.